



Parks and Recreation 2020 Annual Report

The Parks and Recreation Department provides a comprehensive system of facilities, programs and open spaces to enhance the quality of life for all people that live, work and play in Woodbury. We strive to work cooperatively, be highly organized, practice good stewardship and have a positive attitude in all we do.

Parks and Recreation Annual Report

The Parks and Recreation Department staff are committed to upholding Woodbury's value statement of Exceeding Expectations: Professional, Responsive, Leaders. The department includes both long-tenured staff, that provide continuity and experience, several new staff that provide a fresh perspective and ideas, as well as seasonal staff and volunteers.

Michelle Okada, *Parks and Recreation Director*
Jodi Sauro, *Parks and Recreation Coordinator*
Belinda Reed, *Administrative Assistant*

Eagle Valley Golf Course

Dan Moris, *Recreation Enterprise Manager*

Dave Erickson, *Superintendent*
Joe Otto, *Assistant Superintendent*
Josh Wendel, *Golf Professional*

HealthEast Sports Center

Katie Ryden, *Sports Center Assistant Manager*
Kathy Griffith, *Administrative Assistant*
Andrew Stoffel, *Building Maintenance Technician*

Recreation Division

Reed Smidt, *Recreation Manager*
Jeremy Bailey, *Recreation Program Specialist*
Jon Hagen, *Recreation Technician*
Elizabeth Owens, *Recreation Program Specialist*

Central Park

Polly Blom, *Central Park Manager*
Jennifer Anderson, *Lead Customer Service Assistant*

Contents	
Parks and Recreation Department Mission Statement	3
Parks and Natural Resources Commission	3
Message from the Parks and Recreation Director	4
Social Media Statistics	5
Demographics, Data and more	6
Sponsorships and Partnerships	7
Park Projects	8
Recreation Division	9
Central Park	11
Eagle Valley Golf Course	12
HealthEast Sports Center	14

Parks and Recreation Mission Statement

Recreation Division

The Recreation Division will provide a wide variety of quality recreation opportunities designed to build a culture (or be a leader) in promoting life-long health and well-being for all ages and interests. We will continuously monitor trends that reflect changing demographics with tradition and non-traditional partnerships. Together we will strive for excellence through innovation and positive experiences.

HealthEast Sports Center

The HealthEast Ice Arena and Field House is a recreational facility used by local athletic clubs and community-based user groups. We are committed to providing a well-maintained facility, high quality playing surfaces and providing excellent customer service.

Eagle Valley Golf Course

Eagle Valley Golf Course is committed to providing a great golf course, conditioned to the highest standards every day. We will be timely and prepared for every customer interaction. We provide friendly service that ensures our guests enjoy themselves so much that they cannot wait to return.



Parks and Natural Resources Commission

The Parks and Natural Resources Commission advises the City Council and other advisory commissions regarding matters relevant to park, natural resources, and recreation functions, reflecting the attitudes and concerns of the citizens of Woodbury, as well as review the comprehensive plan and park classification system and encourage the conservation and preservation of natural resources in order to achieve a more sustainable community.

2020 Parks and Natural Resources Commissioners

Greta Bjerkness, Chair	Timothy Brewington, II	Karin Freymann
Bruce Montgomery	Jakob Neau	Arin Kurttila
Deborah Musser	Rachel Nelson	

Message from the Parks and Recreation Director

At no other time in our department's history has our team worked harder, smarter and more innovatively than in 2020 to deliver programs, projects, facilities and services to our residents during uncharted territories of a global pandemic. Connecting people through opportunities to recreate, socialize, gather and play was riddled with obstacles. With the support of strong leadership from the Woodbury City Council, Parks and Natural Resources Commission, and our community partners, our staff re-imagined, pivoted, and rose above adversity and challenge to deliver on their professional promise to improve the quality of life for all people in the City of Woodbury.

With businesses and many recreational activities shut down in the interest of public health, our public parks and trails took on a new significance. More than ever, residents relied on our parks as peaceful escapes from the day's stresses, as places where kids could play, and places where people could exercise, stay healthy, and safely gather. We have never been more grateful for our parks system.

In looking at 2020, it will be a year we'll never forget for many reasons. Taking the positive aspects as learning opportunities and as a launching point to make changes and improvements to make us stronger for the future. As we progress into a different phase of this global pandemic, we will continue to embrace these new ways to meet our community's greatest needs.

I hope you will enjoy the report, and notice that even through the trials of 2020 we have successes to celebrate and completed projects to enjoy.

Sincerely,
Michelle Okada
Parks and Recreation Director



Facebook Pages



6,010
Followers

Woodbury Parks and Recreation

@WoodburyParkRec

- Woodbury residents make up 48.5% of page “likes”
- Page users are 80% women and 19% men
- The largest audience are people 35-44 (48%) followed by ages 45-54 (22%)



1,538
Followers

Woodbury, MN Adult Athletics

@WoodburyAdultAthletics

- Woodbury residents make up 35% of page “likes”
- Page users are 45% women and 54% men
- The largest audience are people 35-44 (45%) followed by ages 25 - 34 (31%)



3,903
Followers

Carver Lake Park Off-road Cycling Trail

@mtbcarverlake

- Woodbury residents make up 18% of page “likes”
- Page users are 35% women and 64% men
- The largest audience are people 35 - 44 (40%) followed by ages 45 - 54 (25%)
- 27 different countries are represented by page fans



301
Followers

East Metro Miracle League

@EastMetroMiracleLeague

- Woodbury residents make up 27% of page “likes”
- Page users are 86% women and 14% men
- The largest audience are people 35-44 (41%) followed by ages 45-54 (28%)



3,664
Followers

HealthEast Sports Center

@HealthEastSportsCenter

- Woodbury residents make up 38% of page “likes”
- Page users are 76% women and 24% men
- The largest audience are people 35-44 (43%) followed by ages 45-54 (22%)



3,037
Followers

Eagle Valley Golf Course

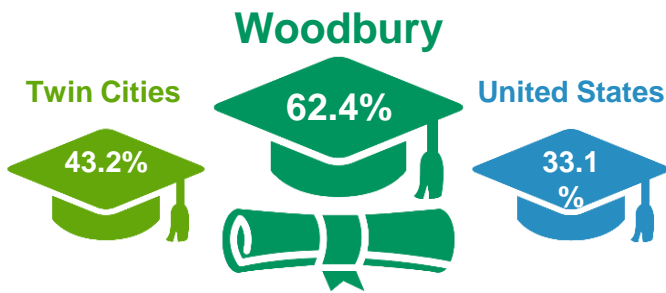
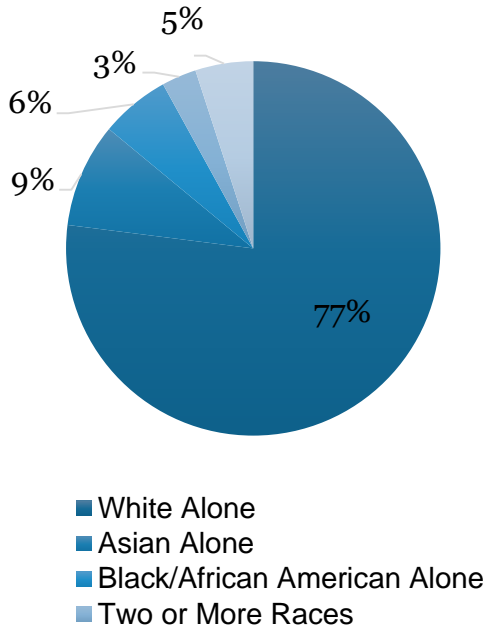
@EagleValleyGC

- Woodbury residents make up 22% of page “likes”
- Page users are 27% women and 72% men
- The largest audience are people 35-44 (30%) followed by ages 25-34 (23%)

Demographics, Data and More

Woodbury is known for its strong demographic profile, both from a quality of life and education perspective, as well as our reputation for a strong business climate.

Racial Identity



Educational Attainment Bachelor's Degree or Higher

Population with a graduate or professional degree: **23.2%**

- **14.9%** Twin Cities
- **12.8%** U.S.

8th

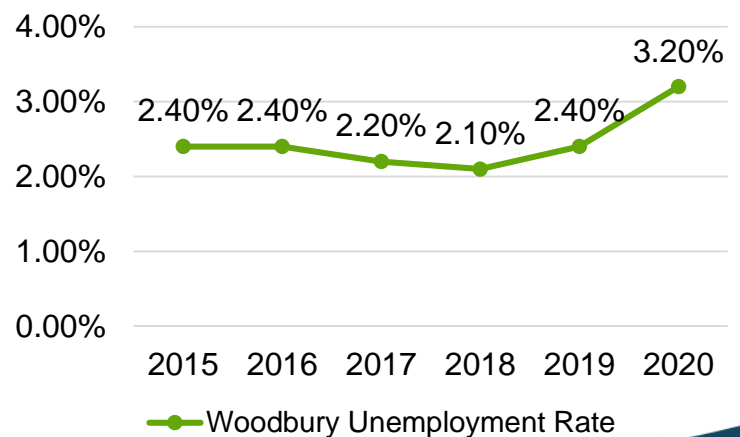
**Largest City in
Minnesota**

**Population 2020
74,542**

**Median Age: 37.1
Over 65: 9,570 (12.5%)**

**Language
other than English spoken
at home: 14.7%**

Woodbury's Unemployment Rate



Sources: US Census Bureau and MN DEED

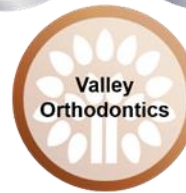
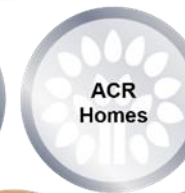
Recreation Sponsorships Partnerships



More than 390
volunteers donated
2,530 hours of time



23 local businesses
contributed \$27,450



Due to the pandemic, sponsorship benefits will be given in 2021 to events that had to be cancelled in 2020.

2020 Park Projects

Carver Lake Park

A new bike park playground was added in 2020. It opened on June 11. The bike park playground is designed to meet the needs of the youngest riders and provide full progression from 18-month old children to adults. Riders can test their skills on elevated trail features, dirt rollers, rock gardens or simply ride next to big boulders. The parking lot, main road and several trails were also updated.



Ojibway Park – 2695 Ojibway Drive

The skate park received an addition and the playground at Ojibway North was replaced.



Tamarack Nature Preserve

The boardwalk was replaced at the Tamarack Nature Preserve.



Cobblestone Park

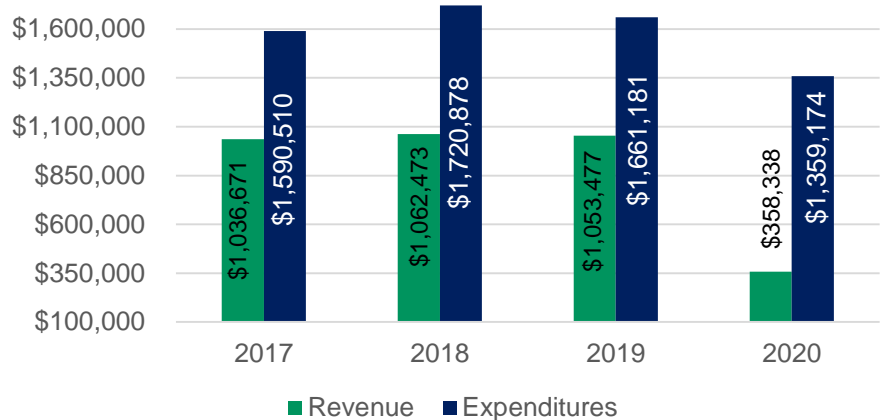
The playground at Cobblestone Park was replaced.

Recreation Division

Overview

The Recreation Division is responsible for managing recreation facilities and coordinating a variety of recreation programs. The division's 9 full-time and 78 seasonal staff are responsible for renting Central Park facilities, including Lookout Ridge Indoor Playground, scheduling athletic fields, park buildings and coordinating recreation programs for all ages, special events, mobilizing volunteers, developing partnerships with other community recreation providers and publicizing services. The division also provides all of the administrative support for the Parks and Recreation Department and serves the Parks and Natural Resources Commission.

Revenue/Expenditures 2017-2020



Highlights

- Voted “Best Place for Kids’ Activities” in Woodbury’s Magazine’s Best of Woodbury 2020.
- Despite limited time and programming and participant capacity limits, over 470 youth participated in Summer Playground programs. Seven full weeks of programming ran with no program cancellations.
- 2020 special events were very successful despite the pandemic. Snow Sister Skate, Starlight Cinema, Big Truck Day, The Halloween Hoopla and Cookies and Crafts with Santa were able to take place following MDH health guidelines and facility capacity limits. These special events were well received by the community with all registration based events selling out.
- Recess Reimagined was created to provide child supervision for families with elementary age students that were distance or hybrid learning. The activity-based program was held at HealthEast Sports Center during weekday afternoons. In total, the program had over 550 participant registrations October thru December.
- Adult Softball was the only adult athletic league to run summer of 2020. The season started much later than normal due to COVID-19. The season began in early July instead of late April. Starting so late did not allow the opportunity for a fall league. 48 adult softball teams participated in 2020 compared to 76 in summer 2019.
- Many adult athletic leagues were cancelled due to COVID-19. Based on 2018 and 2019 enrollment average, approximately 150 teams were impacted by cancelled leagues.
- Recreation division staff provided support to Eagle Valley Golf Course clubhouse and maintenance operations, HealthEast Sports Center and Central Park throughout 2020.

Recreation Division by the Numbers



11,058

Total Participants in 2020
82,941 in 2019



4,305 participants in revenue programs
35,792 in 2019



6,753 participants in non-revenue programs
47,149 in 2019



48 Adult Softball teams
120 teams in 2019



All Special Events that were allowed in 2020 were at capacity



Staff created a successful program called Recess Reimagined that served over 550 participants.



23,220 Hours of Field Rentals
½ of normal use



Shelter/Building Rentals had 6,668 Hours of Use
30% decrease

While most programming was halted in 2020, staff assisted other divisions serving as Park Ambassadors, supporting services at Central Park, Eagle Valley Golf Course and HealthEast Sports Center. In July of 2020, recreation programs were introduced with modifications.



Revenue	Expenses
\$358,963	\$1,365,026



Percentage of activity Fees to expenditures
63% in 2019

Central Park by the Numbers



Closed due to Minnesota Department of Health (MDH) COVID-19 guidelines from March 17, 2020, through February 2021.

Lookout Ridge Numbers Rentals and Events

Lookout Ridge was set for a fantastic year prior to the pandemic



**Total Paid Admissions
Jan – Feb 2019 & 2020**

2019	2020
5,546	5,677



**Total Birthday Parties
Jan – Feb 2019 & 2020**

2019	2020
33	37



**Total Groups
Jan – Feb 2019 & 2020**

2019	2020
4	5



**1,601 Hours
of Use at Central Park**



**New rental agreement
with Library Church
September 2020-2021**



**Two full-facility
weddings, four bridge
weddings and four
amphitheater
weddings**



**New trash and recycle
bins paid for Minnesota
Waste Wise and
Washington County**



**St. Paul
Farmers' Market
Sunday's
June-October**



**Super Hero Spectacular was
a huge hit in February**

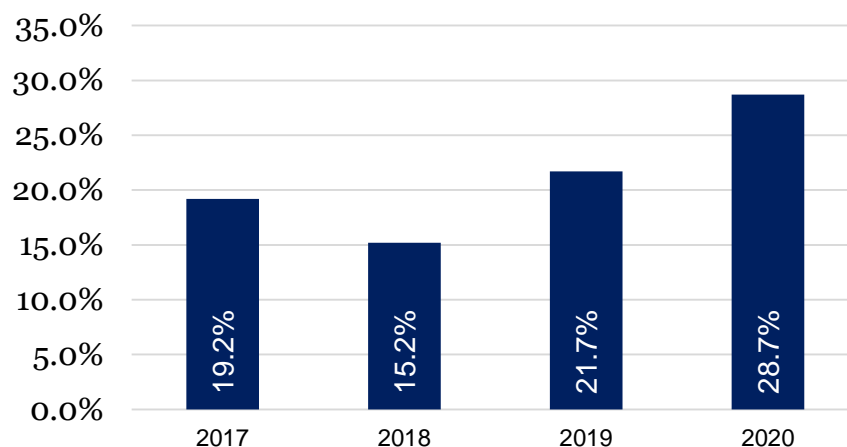
Eagle Valley Golf Course

Overview

Eagle Valley Golf Course features amenities including a regulation length 18-hole course, 60 station practice range, deli style food/beverage operation and banquet/meeting room. The division employs 3 and ¾ full-time staff and approximately 70 seasonal employees. The facility encompasses 225 acres of open space and is utilized in the winter for cross-country skiing, snowshoeing, and sledding. In addition to public access golf, Eagle Valley offers programs which include options for a diverse variety of players. There is also an option for players, who frequent the facility, to participate in the Eagle Club program. This program offers benefits not available to the general public, including reduced pricing on green fees, range benefits, merchandise discounts and access to make advanced reservations. The facility offers lesson programs for both adults and juniors, with junior lessons offered as a part of The First Tee® of the Twin Cities at Eagle Valley. The facility also supports programs in partnership with the Special Olympics, South Washington County Community Education, with several local high schools utilizing the facility during their spring golf season.

As a division of the Parks and Recreation Department, the golf course is operated as an enterprise fund within the city budget. In 2011 the Eagle Valley Golf Course Task Force established a benchmark operating margin of 20 percent. In 2020, the golf course recorded \$498,681 as operating income and an operating margin of 28.7%, compared to \$334,105 operating income and 21.7 % margin in 2019:

Margin



Highlights

- Averaged 218 rounds per day in 2020.
- The 2020 golf season was absolutely astonishing. The golf industry received a shot of adrenalin as many other recreational activities were unavailable. Eagle Valley recorded the best year ever in both rounds played and total revenue.
- With COVID-19 guidelines in place, Recreation staff supported operations at the golf course throughout the 2020 season.

Eagle Valley Golf Course by the Numbers



39,730

Rounds Played in 2020,
4,807 more than 2019



152

Lesson Participants,
201 less than 2019



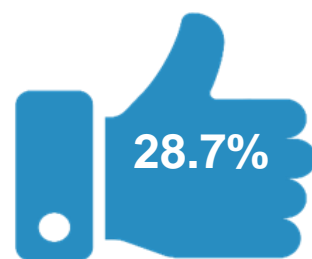
35

Banquet Rentals
96 in 2019

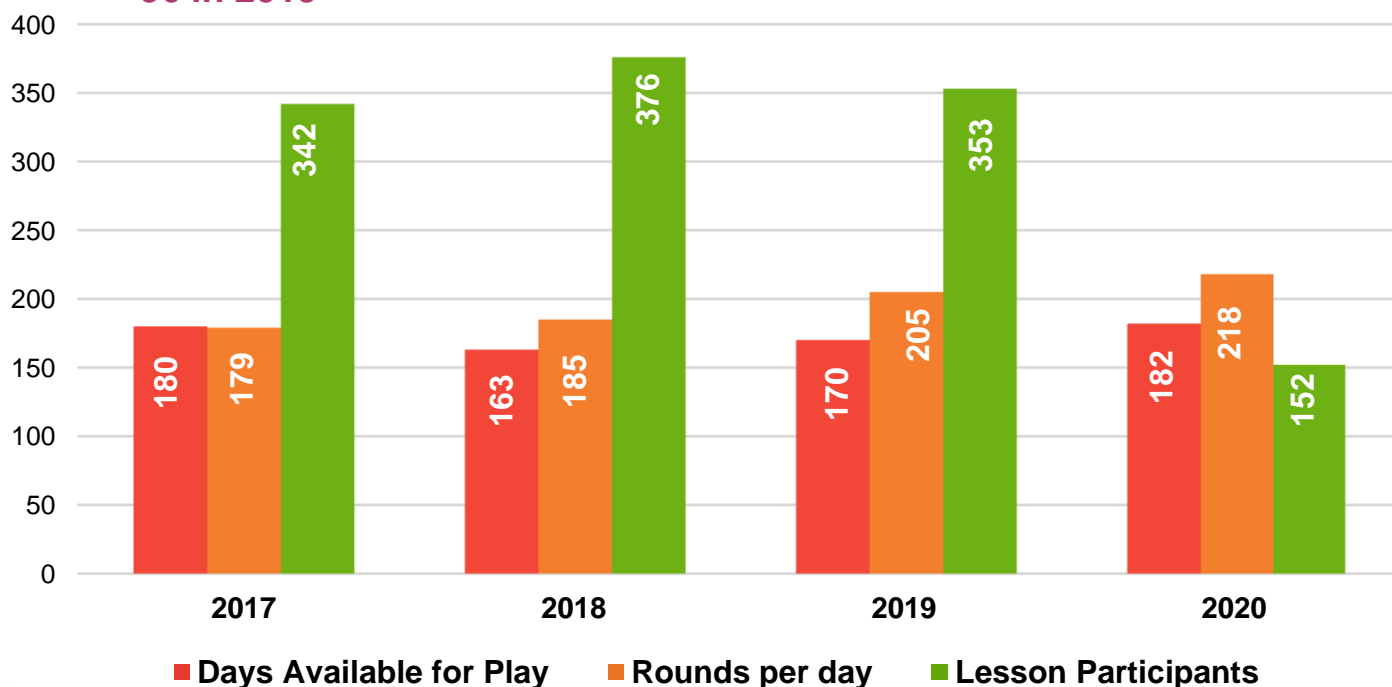


\$18,218

Banquet Rental Revenue



Operating Income



HealthEast Sports Center

Overview

The HealthEast Sports Center (HSC) provides a well-maintained, self-supporting indoor recreation facility for ice skating and indoor activities. It is one of the largest multi-use sports centers in the state. The HealthEast Sports Center serves the community and region with high-quality indoor facilities, including a 90,000 square foot indoor field house, two indoor ice arenas, an outdoor recreational ice skating rink and a splash pad water feature. It is home to three local high school hockey teams and Madison's Place, a completely accessible inclusive playground.

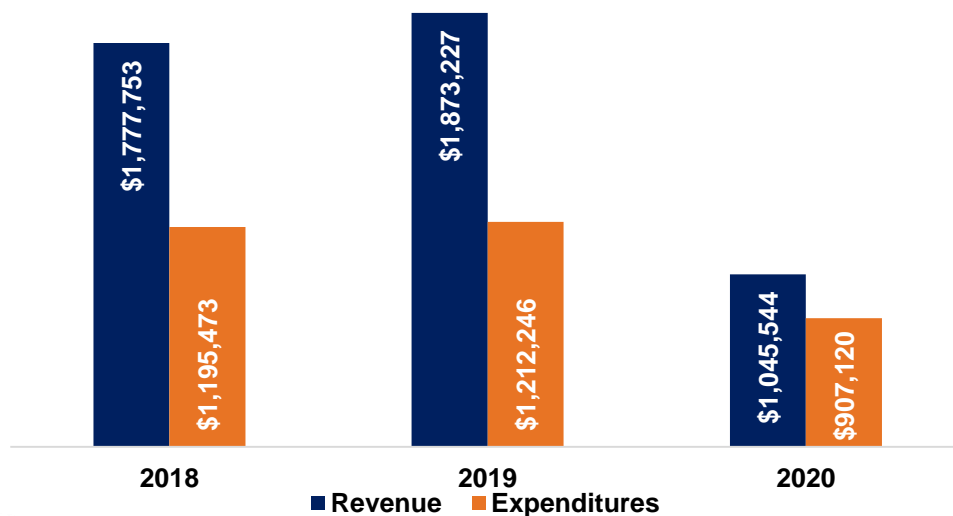
Highlights

HSC was closed during 2020 for approximately 18 weeks in total due to the COVID-19 pandemic. Four of those weeks were during a second shutdown which occurred during the peak season. Once opened, rentals came flooding back and the sports center experienced the highest usage of available time ever.

While several Recreation and Eagle Valley staff helped fill the gaps during 2020, enabling the sports center to be in operation with limited staff members, the full and part time staff came to work every day during the pandemic and shutdowns, including weekends to ensure the refrigeration and other HVAC related equipment was running smoothly.

During the shutdown, staff were able to tackle projects that they usually don't have time to complete, such as painting of all locker rooms, bathrooms, upper and lower lobby areas. Organization of storage areas and files were also accomplished during this time.

Operating Revenue vs Expenditures



HealthEast Sports Center by the Numbers

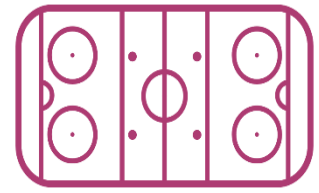


Closed for eighteen (18) weeks due to Minnesota Department of Health (MDH) COVID-19 guidelines. Four (4) weeks in peak season.



73% of available field hours rented

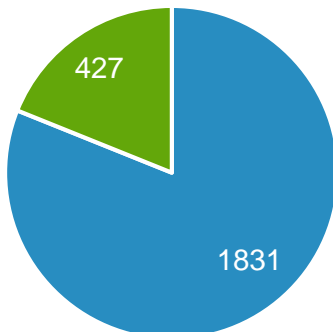
2018	2019
70%	71%



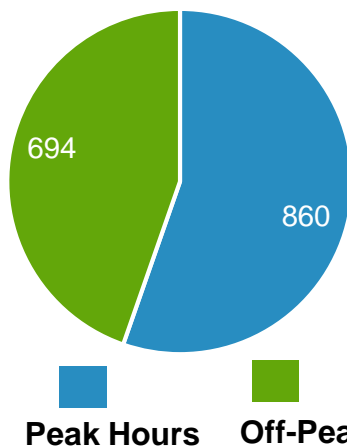
89% of available ice hours rented

2018	2019
76%	82%

Ice Hours Sold



Field House Hours Sold



■ Peak Hours ■ Off-Peak Hours



Operating Margin

2018	2019	2020
\$582,280 32.8%	\$600,981 35.3%	\$138,424 13.2%



Food Service

2018	2019	2020
\$135,014	\$138,293	\$42,740

Concessions were only open Jan 1 – March 16.



Wishing to get back to full programming and use of our wonderful facilities in 2021 and enjoying more moments like these.